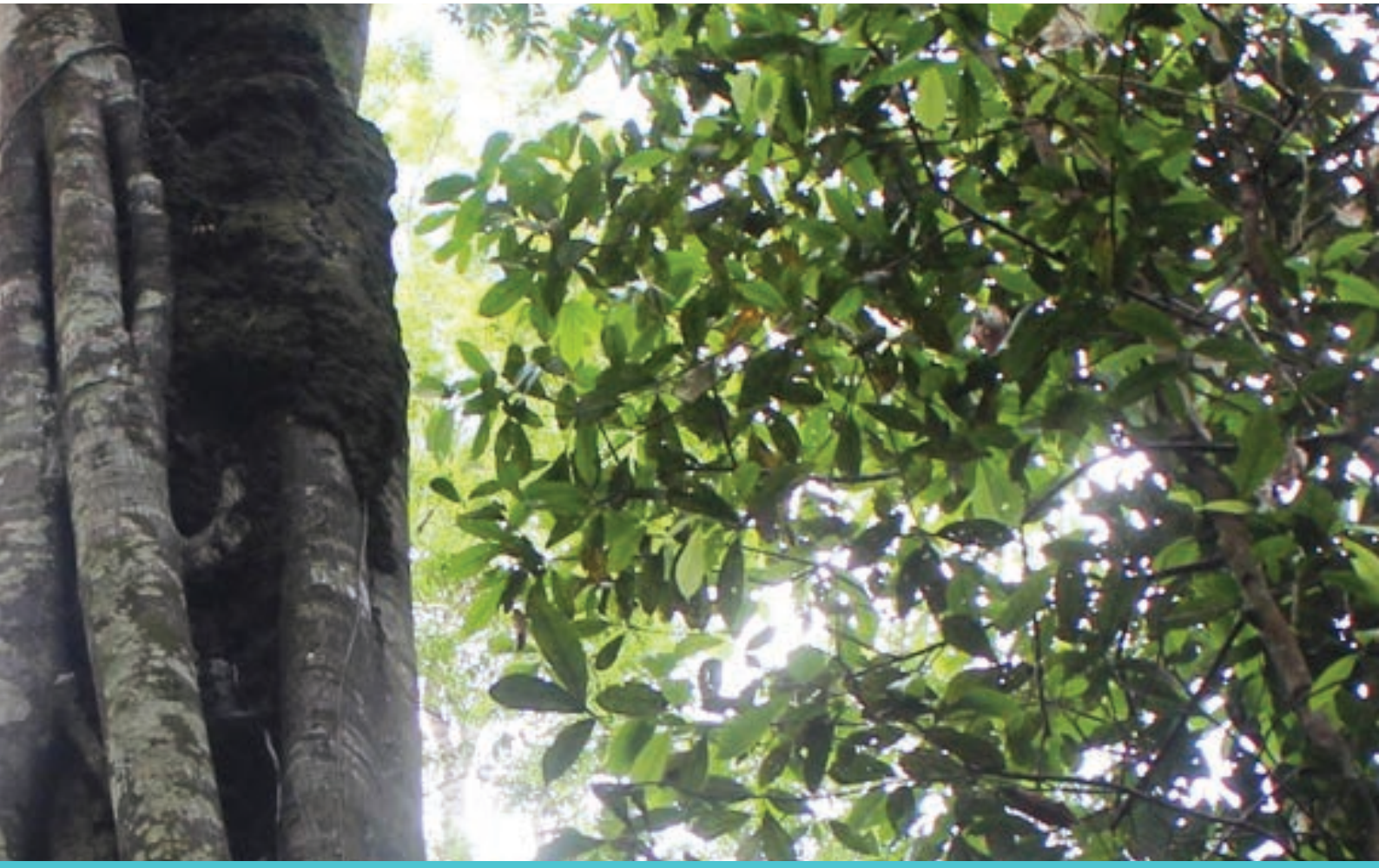
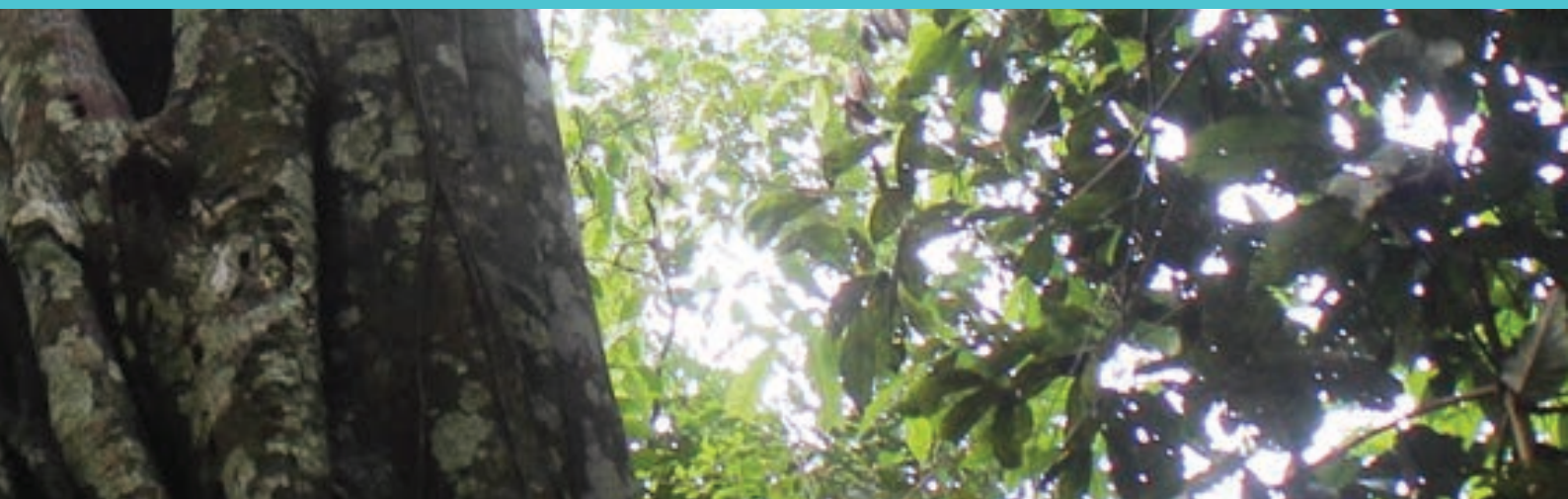
EARTH REWARDS

Earth Rewards Ltd
10 Orange Street
WC2H 7DQ, London
info@earthrewards.net
earthrewards.net



CARBON OFFSETTING

Carbon footprint solutions for the everyday person



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CARBON FOOTPRINT

SOLUTIONS FOR THE EVERYDAY PERSON

We all emit carbon in our everyday lives. It doesn't matter if you are vegan, don't fly or don't drive, we can't avoid carbon emissions completely; the only difference is the levels of emissions we have. There are some great ways to reduce your carbon footprint, such as a meat-free diet, using public transport or cycling as much as possible, or reusing & recycling where possible – the list could go on. However; there are always going to be residual emissions that you can't avoid or reduce and there will be times in our lives where we have to make decisions that may not align with a lower carbon lifestyle.

This is where offsets can play a role to help the environment. If you have to take that flight, if you have to drive a car, or if you really can't face going meat-free everyday then that's OK – you have to live your life. But what you can do is make the decision not to just ignore these emissions, but take responsibility for them and use offsetting as part of a carbon balanced lifestyle.

It's all down to a matter of choice, and your decision to offset carbon is a personal one. But it should be seen as a positive action for anyone that does choose to do so.

Earth Rewards is an environmental rewards program that benefits you and the planet. By earning and collecting Earth Rewards through everyday actions and purchases, you are contributing to the ongoing protection of vulnerable Amazonian rainforest, but also you are enabling yourself to balance some of your carbon footprint. The Earth Rewards app also makes it simple to calculate and understand your impacts, and offers simple lifehacks – things you can apply to your everyday life to help reduce them, and also give you the chance to earn extra Earth Rewards towards your impacts through completing quizzes, missions and academies.

2 BUILDING ENVIRONMENTAL AWARENESS INTO PEOPLE'S LIVES

We are all aware we need to reduce our impacts for the good of the planet. Environmental actions need to become part of everyday life Encouraging people to engage with this issue is a challenge in itself.

Taking action and making a difference as individuals is generally seen as a problem "too big to tackle" and there has long been a disparity between people being concerned by environmental issues and them actually taking actions within their everyday lives. Most people see being "environmentally conscious" as inconvenient and costly, to the point of it interfering with them living their everyday lives.

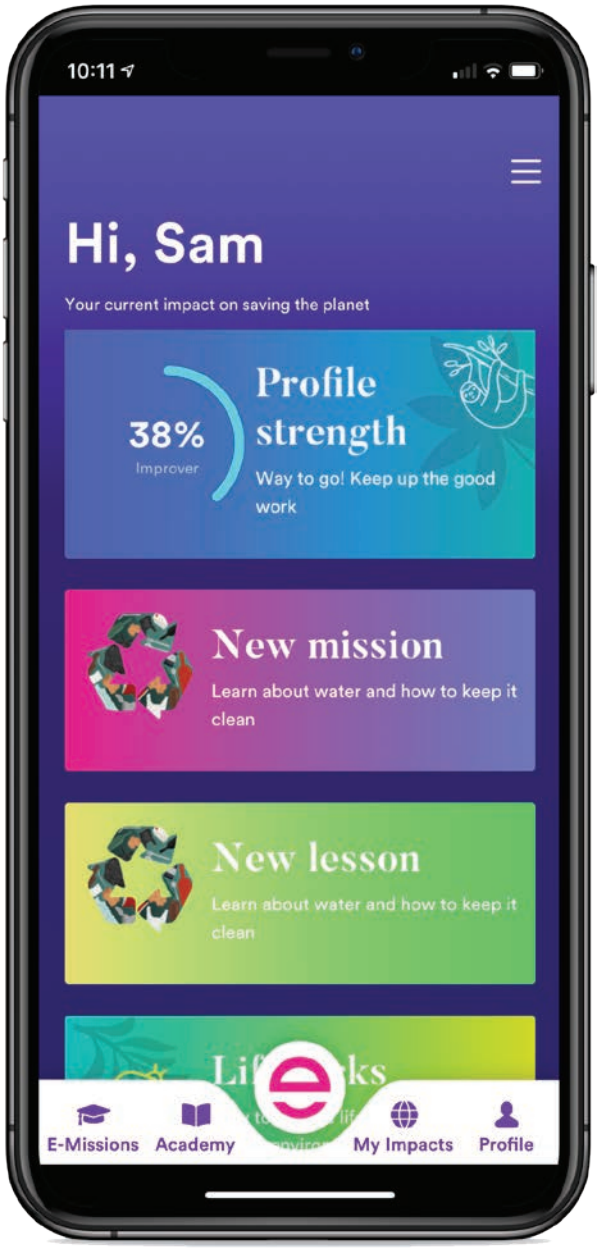
Earth Rewards has been developed to remove these barriers and introduce environmental actions into people's everyday lives in a simple and convenient way. The Earth Rewards green app has been developed to help. There is a convenient carbon footprint calculator for people to track their carbon footprint. Alongside this, Earth Rewards uses carbon offsets directly assigned to the Earth Rewards points (ERZ), making it possible for environmental actions to be part of people's everyday lives.

Earth Rewards is a unique opportunity for empowering people to make positive environmental actions. It enables people to get involved in taking positive environmental actions in a relevant and interactive way.

CARBON FOOTPRINT CALCULATOR

CONNECT, COLLECT, PROTECT

Our green app has a super simple carbon calculator. You can add your impacts to the footprint calculator as often as you want.



OMNI-CHANNEL COMPATIBLE

The Earth Rewards program is designed to be equally applicable across all purchasing channels, from bricks-and-mortar stores, e-commerce sites and mobile apps. Rewards are delivered directly to the user's account, irrespective of where they shop.

ENVIRONMENTAL BENEFITS

Each Earth Reward carries an offset value of 1kg CO2e, made possible through high quality carbon offsets that represent a combination of positive environmental and community benefits brought by fully verified avoided deforestation projects.

BLOCKCHAIN TECHNOLOGY

Utilising private blockchain technology ensures efficient and secure tracking of all Earth Rewards transactions. It also provides immutable record of all offsets being transacted. Each Earth Rewards partner will carry their own node for efficient auditing.

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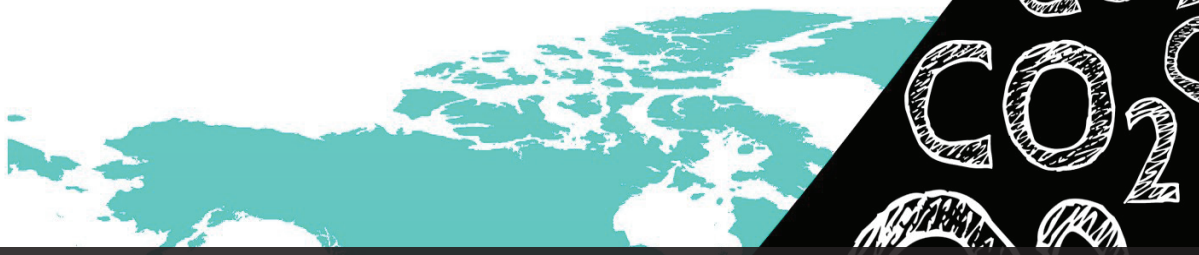
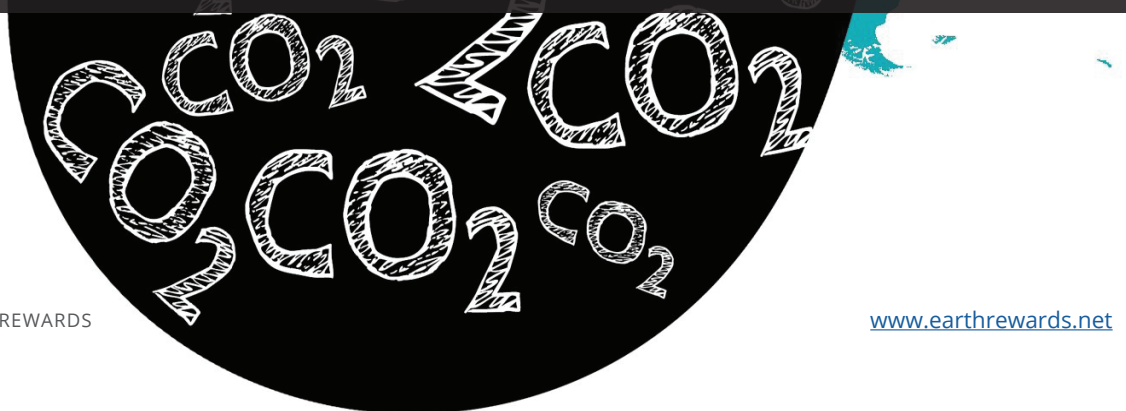
HOW CAN
PEOPLE MAKE A DIFFERENCE?



With climate change high up the global agenda, carbon offsetting is more important than ever. Carbon offsets are a responsible way of helping to reduce your carbon footprint (or "carbon emissions") that you have throughout your everyday life. These emissions happen for us all – you can't avoid carbon emissions completely and some impacts will always remain unavoidable.

In further detail – carbon offsetting is compensating for the carbon emissions you release into the environment. Carbon offset certificates work by funding the equivalent amount of carbon emissions avoidance or removal from a properly implemented carbon project. Whilst the direct impact of these projects may be elsewhere in the world, these projects are important on a global scale.



CO2

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WHAT IS CARBON OFFSETTING?

Carbon offsetting is a way in which individuals and companies invest and contribute to environmental projects around the globe to balance their carbon footprint.

SO, WHAT IS AN 'OFFSET'?

Very simply, a carbon offset is something that rewards a project or technology that takes CO2 out of the atmosphere or avoids it going into the atmosphere.

By simply earning Earth Rewards you are contributing to the important protection of areas of the endangered Amazon rainforest in Brazil, the biodiversity and the communities who call it home.

How do Earth Rewards offsets work?

At Earth Rewards, each ERZ (Earth Reward) you earn on the app is matched to Natural Capital Credits (NCCs). These are fully verified high quality carbon offsets which have proven positive environmental benefits under IOS 14064-3 and ISO 14065 guidelines.

NCCs represent a combination of carbon, biodiversity and socio-economic benefits which have been achieved from implementing a forest protection project. So, the more ERZ you earn, the more NCCs Earth Rewards buys, meaning more benefits to protecting the environment.

What do ERZ points go towards?

By simply earning Earth Rewards you are contributing to the important protection of areas of the endangered Amazon rainforest in Brazil, the biodiversity and the communities who call it home.

Each NCC represents 1 tonne of CO2e which has been avoided from entering the atmosphere. The Earth Rewards splits each NCC down to a more relevant value of 1kg of CO2e per Earth Rewards.

How does protecting forests help the environment?

Forest-based carbon offset projects contribute to reducing and offsetting carbon emissions by protecting existing forests that are under threat from deforestation. By protecting these areas valuable ecosystems it means that the trees remain standing, and therefore continue to hold the carbon they have absorbed over their lifetime, plus continue to do so into the future.

Aside from the obvious carbon benefits of forest protection offset projects, they also bring the additional benefits of biodiversity protection and preservation, maintenance of wildlife habitats, as well as local community benefits such as jobs, improved facilities including access to healthcare, education, clean drinking water, renewable energy supply and many other socio-economic benefits.

The benefits of carbon offset projects are vast and varied. The fact that carbon emissions can be offset and these offset certificates can provide benefits to the environment, the biodiversity and the local communities is invaluable, and a key factor in working together towards a lower carbon world.

Is carbon offsetting the best solution?

Carbon offsetting is a great way of protecting our planet. However, it is only part of the solution; we still have to evaluate our lifestyles and choices. We need to create and use products and services that are more environmentally friendly, with our without the option to offset.

KEY FEATURES OF EARTH REWARDS

MOBILE APP

Created to empower and support people to reach their green goals. It helps them to understand their impacts, track their carbon footprint, learn how to reduce them and gives them a convenient way to offset their carbon emissions too.

BLOCKCHAIN WALLET

The adoption of the latest innovations in blockchain technology for secure and immutable tracking of both the ERZ points and the carbon offsets alike.

30 COUNTRIES

Extensive carbon datasets that have been compiled for calculating carbon impacts, across 30 countries worldwide.

EARTH REWARDS POINTS

People can earn Earth Rewards tokens (ERZ) for completing missions and academies within the app. They can also earn them through their everyday purchases with partner retailers (coming soon) which are delivered straight to their secure blockchain-enabled wallet within the app.

Carbon Footprint Calculator & TRACKER

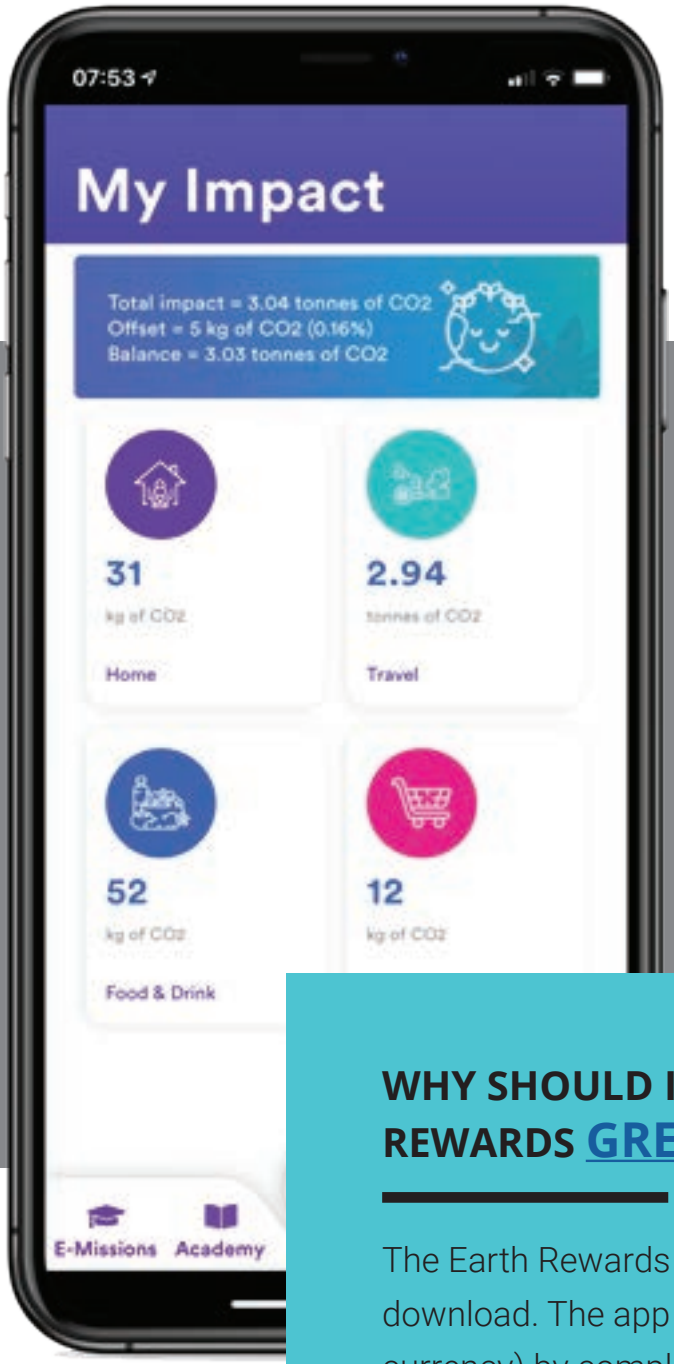
Users can measure their carbon impacts through the integration of the carbon data into the app via a uniquely designed carbon calculator, enabling users to measure and understand their environmental impacts.

REAL CARBON AND ENVIRONMENTAL BENEFITS

Earth Rewards allows users to use their Earth Rewards points to balance the carbon impacts of any aspect of their lifestyle they choose, bringing environmentally positive actions for them and the planet. Earth Rewards supports the Trocano Project located within the Municipality of Borba, in the Amazonas state of Brazil. It is a REDD+ avoided deforestation project which brings a combination of carbon, social and biodiversity benefits through the implementation of its project activities.

TRANSACTION RECORD

The signup process to the app includes a ground-breaking function; automatically generating an assigned, secure blockchain wallet for all ERZ transactions to be recorded.



CARBON FOOTPRINT CALCULATOR

Track your carbon footprint on-the-go, from your weekly shop to your summer staycation – you choose the impacts you want to track.

WHY SHOULD I DOWNLOAD THE EARTH REWARDS GREEN APP?

The Earth Rewards green app is completely free to download. The app rewards you with ERZ (Earth Reward currency) by completing e-missions and academies which are educational snippets to help you learn about the environment. You can redeem your ERZ to offset carbon impacts and protect Amazon Rainforest, plus track and reduce your own carbon footprint on the Earth Rewards CO2 tracker feature.